



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

October 21, 2015 3:30 PM

Raindrop Marketing – 928 Ft. Stockton Suite 115

Directors Present:

- Tom Curl - Ascent Real Estate
- Stuart White- Stuart White Design
- Krista Lombardi- Scott & Quinn
- Troy Curnett- One Mission Realty
- Trish Watlington- Red Door & Wellington
- Anthony Nyikos- Perfect Space
- Terry Parks- Washington West Hair Studio

Guests:

- Marlon Pangilinan, Sr. Planner, City of SD
- Sharon Gehl- MHTC Liaison
- Daniel Geddis- One Mission Realty
- Brian Hess- One Mission Realty
- Penny Giacalone- MHTC Represtateive
- Audrey Patterson- Patterson Engineering, Inc
- Carol Schultz- MHTC Executive Director
- Elizabeth Studebaker- City of SD

Excused Absences:

- Patti Yap – Chase Bank

Staff:

- Susan McNeil Schreyer, Executive Director

Watlington called the meeting to order at 3:35 p.m. Attendees introduced themselves.

Announcements & Community Updates:

Carol Schultz, MHTC Executive Director shared the TC will be holding a special meeting to discuss the proposed UC Plan Update and the Pipeline. MHBID will share this information with its membership once a location is determined. Schultz will advise.

Approval of Minutes – September 2015

Approved

Curl/Curnett

Approval of Financials – September 2015

Approved

White/Lombardi

Committee Reports - Updates

Executive Committee:

Mission Hills BID nominating committee presented a slate of candidates for 2016. Nominated were Stuart White and Terry Parks for re-election, each to a 2 year term; Audrey Patterson to fill a director’s seat for a 3 year term; and Officers of the Board nominations: Troy Curnett, President; Tom Curl, Vice President; Krista Lombardi, Secretary; Patti Yap, Treasurer; and, nomination of Trish Watlington, President Emeritus to Officers of the Board without executive committee voting privileges. There were no nominations from the floor.

Approved

Nyikos/White

January 13, 2016 was set as the Strategic Planning Workshop date. The business of the BID will also be agendized and follow the Workshop.

Approved

Curl/Lombardi

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Promotions Committee:

J. Daniel Geddis's FY16 Technical Assistance Support Proposal with a cap of \$1,500 was reviewed and accepted. Approved **Nyikos/Lombardi**

Geddis presented power point on 4th Annual Taste of Mission Hills analytics. Executive Director presented wrap up. 497 tasters. \$12,200 in ticket sales. Brown Paper Ticket funds will arrive within ten days. Not all expenses have been invoiced. Expenses will not exceed the budgeted \$6,000.

Geddis provided a Website Analytics Update and shared Page Views and Unique User information.

Executive Director shared information on planned March 2016 Grant School 5K Fundraiser for STEAM and a proposed Concert on Goldfinch the same month. As progress occurs, both organizers have been invited to provide updates in January 2016.

Economic Development Committee:

Liz Studebaker from the City of San Diego's Economic Development and Small Business Office confirmed the Mission Hills Business Survey will occur on Wednesday, October 28 from 2:00-5:00. BID members are invited to participate. Surveys will be available for pick-up under the Mission Hills sign beginning at 1:30.

Design Committee:

Marlon Pangilinan, Senior Planner from the City of San Diego presented a power point on the proposed Uptown Community Plan Update, focusing on Mission Hills. An adopted version of this plan will replace the existing plan from 1988. He explained the proposal involves lowering density and lowering height limit throughout most of Mission Hills. The board expressed concern about further lowering of density and height in the business core such that some of the nicest mixed-use developments would be ineligible to be built in the business core, if the proposed Uptown Community Plan Update is adopted in its current iteration. Marlon shared the city wishes a response from community groups by December 1. Executive Director will prepare the letter.

Penny Giacalone updated on her MHTC South Mission Hills committee work to revitalize Reynard Way.

Board wishes to keep West Washington to Albatross Median and Reynard Way Median on future agendas. Safety, Traffic Calming, Community Identity are needed.

MH Parking Advisory Committee:

Geddis shared photos from the recent installation of 20 parking meter hitches for bicycles in the Mission Hills BID. The project is posted on the BID Parking Page. Geddis will identify meters with hitches from City provided information. Executive Director shared the City still has 8 more hitches to install and the MHBID is proactively working with them to locate areas with the most need.

Executive Director shared the Goldfinch Parking Re-alignment Project was supported by the Uptown Community Parking District board at its October 12 meeting and will be heard by Uptown Planners on Tuesday November 3 at 6:00 PM.

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MH Parking Advisory Committee: continued

MHPAC considered a request from the Uptown Community Parking District staff to prioritize parking projects in Mission Hills with an alpha designation. White opined that money spent on studies could diminish our budget without completing a significant project. White requested the matter be considered in January.

Approved **White/Parks**

MHPAC will be able to make more effective decisions to support the parking needs in Mission Hills with access to monthly Smart Meter data. It has conveyed this request to Uptown Community Parking District and asked for their help in providing access to this data. To date there has been reluctance and an offer to provide data on an annual basis. MHPAC authorized a letter be written to our elected officials, if necessary.

Approved **Curnett/White**

The next meeting of the Mission Hills BID Board of Directors will be its Annual Meeting and Elections. It will take place on Wednesday, November 4, 2015 at Pizza E Birra, 3625 India Street beginning at 3:30, followed by a mixer.

Watlington adjourned the meeting at 5:20 p.m.

Approved **Parks/Nyikos**